

INVESTIGATING A QUALITY OF SERVICES IN THE PUBLIC SECTOR: EVIDENCE FROM NORTHERN CYPRUS

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ABSTRACT

The current study aims to investigate the service quality delivered by public enterprises in Turkish Republic of Northern Cyprus (TRNC) and level of customer satisfaction as well as word of mouth (WOM) in return. A convenient sampling method has been employed by using the service quality (SERVQUAL) instrument which is used to gather customers' excellent public service and compared those with their perceptions of the service delivered by Public Sectors which are operating in TRNC. Results of the study revealed that dimensions of reliability and assurance exert positively significant effects on Customer Satisfaction in the public sector. Moreover, the level of Customer Satisfaction from public services exerts positively significant effect on positive word of mouth. Finally, with the light of findings, the current study will also attempt to provide some recommendations about possible quality reforms and rearrangements to the policy makers for the public enterprises in TRNC.

Keywords: Northern Cyprus, Public Sector, Service Quality, SERVQUAL